


 >> www.extension.washington.edu

Build a Plan of Action in Business Development

Expand your business by going back to the basics: innovate, deliver value and a solid business plan. This program will teach you how to grow market share from a sustainable business strategy.

Learn the Fundamentals of Business Growth

To compete effectively today, businesses must generate ever more value and constantly create new growth opportunities. This is business development. Business development is ultimately achieved by targeting new markets or audience segments, optimizing delivery channels/partnerships, and extending product or service lines.

Going to market or launching new companies requires setting priorities, overcoming obstacles, and closing agreements with key partners and lead customers. This certificate program will teach you to identify these opportunities and act on them effectively, beginning with fundamental planning methods and progressing through the business development process. You'll learn these skills with hands-on projects to help take your organization or new venture to the next stage of business growth.

Create a Compelling Go-to-Market Strategy

The Business Development Certificate courses cover imperative business areas such as:

- Financial modeling and forecasting
- Market research
- Risk assessment and mitigation
- Collaborative problem-solving
- Opportunity pipelines
- Partnerships, acquisitions and licensing
- Negotiation

While earning your Business Development Certificate, you'll learn a wide variety of critical skills including:

- Innovation
- Creating and capturing value
- Competition and pricing
- Pitching proposals
- Business plans
- Marketing and sales strategy
- Project management
- Influence
- Collaborative problem-solving
- Conflict management
- Effective communication
- Business models
- Closing agreements
- How to sell to a board
- How to sell to venture capitalists

The University of Washington is a top-rated university with world-class faculty and programs, offering flexible class schedules adapted for working professionals. Solidify your education in business development by learning from professionals with proven experience. Once you design a solid plan of action with a Business Development Certificate, you'll have the tools to build your business or your career.

Business Development Courses

The Business Development Certificate is designed for those seeking to grow their business strategically. The following courses are required for the certificate:

Business Development Methods

Learn to evaluate market opportunities, brainstorm proposals to expand or create new business, and pitch proposals for sponsorship.

Business Development Strategies and Planning

Understand the hard and soft skills needed to work with a team to turn a proposal into a more detailed design. Create compelling business plans for securing staffing, resources and funding.

Business Development Ventures

Learn from a Vice President of New Ventures, who'll explain how to evaluate options, set priorities, value opportunities and close agreements to create a successful business venture.

About UW Extension

Learning through UW Extension gives working professionals the quality education that will take your career to the next level, whether you long for a promotion or a shift to a completely new field. All UW Extension programs are designed by UW faculty, industry experts and community leaders. To ensure you receive first-rate instruction, every UW Extension program must be approved by the corresponding University of Washington academic department. UW advisory boards are continually reviewing programs and updating the curriculum to meet the evolving demands of specific fields.


The University of Washington is one of the oldest state-supported institutions of higher education on the West Coast, and one of the preeminent research universities in the world. With nationally ranked academic excellence, facilities, and a diverse student and faculty population, the UW is a leading-edge university with global influence.

About UW Certificate Programs

You already work hard at your existing job, and going back to school is a serious commitment. That's why UW certificate programs are designed around you, with flexible schedules and a choice of part-time, full-time or even online study, depending on the program. A UW certificate gives you the knowledge and credibility to open doors for the rest of your professional life, whether you're moving up the career ladder or switching careers all together.

Learn more about the program

For complete details, visit the Web site:

 WWW.EXTENSION.WASHINGTON.EDU

Attend an information meeting.

Interested in a certificate? You can ask questions and meet instructors and former students at these free meetings. For meeting dates, times and locations, please go to our Web site.

Questions? Ask away

Give us a call:

 206.685.8936 OR 1.800.506.1325

Send us an email:


 EXTNADVISING@EXTN.WASHINGTON.EDU

Apply or register today

Call UW Extension:

 206.897.8939 OR 1.800.506.1325

Apply online:

 WWW.EXTENSION.WASHINGTON.EDU

This program is brought to you by UW Extension, a community gateway to the University of Washington.